



CAPIO's Official Newsletter COMMUNICATOR

2005-2006 Board of Directors

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Include "Recognition" in your Communications Plan

One day, every organization will be convinced of the need for a PIO and a sound communications plan. Until then, no communications strategy is complete without an agency recognition goal. Recognition is a telling symbol of an organization's commitment to quality.

CAPIO Excellence in Communications Awards can add credibility and power to your communications efforts. The automotive industry looks to J.D. Power and Associates to independently validate customer satisfaction. Winning a CAPIO Excellence in Communications Award independently validates your organization's public information and communication successes.

Being recognized for your communication efforts is important

to your success as a communicator and to your agency's brand success. Take a lesson from our most innovative member agencies: promoting award-winning achievement helps increase consumer confidence.

A recognition awards strategy is a vital part of your communications plan. For 2006, resolve to enter one or more of CAPIO's multiple awards categories. Look for our Call for Entries notice in February. The Excellence in Communications Awards program is open to government agencies, not-for-profit organizations, educational institutions, special districts and others. Awards will be announced at the CAPIO Conference on April 19 during a special awards gala celebrating 35 years of excellence in communications. Find out more at www.capio.org.

CAPIO names *Vision Internet* exclusive Web partner

Soon CAPIO members will be able to register for workshops and conferences online, thanks to a new partnership with Vision Internet of Santa Monica. The CAPIO Board approved the exclusive agreement in early December. Under its terms, Vision Internet will provide a content management tool that allows secure online registration and payment capabilities for special events and training opportunities. The company also will provide an online calendar to list events and



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President's Message

From CAPIO President Jeff Hobbs

Dear Members:

It's been an exciting and productive year for CAPIO. Thank you for your ongoing support and enthusiasm. I hope you will also share in my appreciation to your volunteer Board of Directors for their time and efforts.

As we move closer to our annual conference in April, I want to outline a partial list of the many accomplishments and highlights from the year. Most of the goals we have accomplished and programs we have implemented are a direct result of your input.

- We have forged an exclusive Web site partnership to provide online registrations and payments for workshops, training, and special products. Through this creative partnership, the valuable service comes at *no cost* to you or the organization.
- We produced and distributed the electronic bi-monthly *CAPIO Communicator* newsletter at regular and timely intervals.
- We completed a Member Survey to continue to gauge satisfaction, needs and membership value.
- We produced and sent more than 800 membership recruitment packets to non-CAPIO agencies such as special districts, colleges, public safety and recreation divisions.
- We established a Northern California regional group to offer networking opportunities to members working in the same

WORKSHOPS * WORKSHOPS * WORKSHOPS * WORKSHOPS

Northern area transportation workshop shows regional view

Northern Regional Director at Large Earl Parker is looking forward to Tuesday, Jan. 3, when dozens of city managers, planners, transportation managers, PIOs and others will meet in Fairfield for a CAPIO-sponsored workshop on regional transportation issues. "PIOs have to be multi-taskers," Earl said, "and in the Bay Area in particular, it is important that they have a working knowledge of the important policy-level issues that are shaping our region."

The workshop is co-sponsored by the agencies whose logos are featured here, and the sessions include a keynote address from



Josh Shaw, executive director of the California Transit Association; a panel discussion on alternative modes of transportation; and a discussion on the role and relationships of local, state and federal funding, including local sales tax measures.

Pre-registration is no longer available, but if you decide you'd like to attend, call Earl at (707) 449-5371 to ensure there is still space.

Thank you to the organizing committee, including **Jayne Bauer**, Solano Transit Authority; **Mark Mazzaferro**, City of Vallejo; Steve Pierce, Solano County Board of Supervisors; **Scott Corey**, Suisun; and **Shannon Nelson**, Vacaville.

geographic area. A group for both the Central and Southern regions is expected to be formed in early 2006.

- We offered two exciting regional workshops — media training in Southern Cal and CRM in Northern Cal — and partnered with several agencies to provide exclusive discounts to members for other training opportunities. A second Northern Cal workshop on transportation is set for January, while plans are being finalized for a Central workshop in February.
- We sent more than 30 exclusive job listings to members throughout

the year as part of the popular *CAPIO Career Corner*. In most cases, the job listings weren't seen by any other agency until weeks afterwards, giving CAPIO members a significant lead-time advantage.

Again, we made significant strides in '05. We hope to keep the momentum going strong in '06. With your ongoing support we will continue to seek to make CAPIO the state's pre-eminent professional membership organization.

I hope you and your loved ones enjoyed a happy holiday season. See you in Palm Springs in April.

Central region will host writing skills boot camp at Fresno State in February

Central Regional Director at Large **Micheline Golden** has worked with the local chapter of the Public Relations Society of America (PRSA) to offer “Write On: A boot camp refresher for your writing skills” on Tuesday, Feb. 16, at Smittcamp Alumni House on the campus of Fresno State University.

The three-hour course (9 a.m. to noon) is available to members of CAPIO, PRSA and PRSSA, the on-campus PRSA chapter for students.

In intense, one-hour chunks, attendees will work on Writing for the Web, Writing News Releases and Advisories, and an exercise in spit-shining your grammar skills.

As an additional PRSSA fundraiser and a way to introduce students to local communications professionals, the students will hold an auction at noon, following the workshop. Attendees will bid on the services of a PR student for a day. It’s a win-win situation as the pros get some additional help, and the students get a look at a working communications office.

Watch your e-mail for more information or contact **Micheline Golden** or CAPIO staff member **Adrienne Sprenger**, if you have questions. Contact information for both can be found on page 1.

Welcome to CAPIO’s newest members, who have joined since July 2005!

Angela Perry, City of Rialto KRTO-Ch.3

Barbara McGee, City of Rialto

Evans Mends, Sacramento County Dept. of Water Quality

Heleana Galvan, Sacramento County Dept. of Water Quality

Matt Robinson, City of Stockton, Parks and Recreation

Lesley Kirk, County of San Diego, Media Relations

Scott Corey, City of Suisun City

Art Wong, Port of Long Beach

Steven Macias, Port of Long Beach

Deborah Thornton, Unify Insurance Risk Management

Kathy Coulter, Yolo-Solano Air Quality Management District

Marla Ellis, Pacific Municipal Consultants

Christine Kohn, Pacific Municipal Consultants

Pete Howes, San Francisco Fire Department

Cecilia Arellano, City of Pico Rivera

Bob Spencer, City of Pico Rivera

Cheryl Sutton, Cheryl Sutton Design

Chris Storey, U.S Air Force Auxiliary-Civil Air Patrol

Therese Lee, City of Beverly Hills

Andrew Perry, City of Artesia

Paul Laustsen, USDA-Natural Resources Conservation Service

Lisa Woolery, City of Tustin

Janet Upton, Butte County Fire Department

Mona Favorite-Hill, City of San Diego

Julia Zurich, Victor Valley Water District

Erin Treadwell, City of Rancho Cordova

Catherin Wright, City of San Jose

Tracy Martinez, San Bernardino City Fire

Al Bito, City of Campbell

Michael Nagaoka, City of Industry

Shannon Nelson, City of Vacaville

Paul Wolcott, Hermosa Beach Police

Judith Lieberman, City of Albany

Dennis Mathisen, Roseville Fire Department

Lori Grigsby, City of Pismo Beach

Mark Wasserman, City of Indio

Kiara Harris, The Community Redevelopment Agency

Hilda Kennedy, City of Inglewood

Jan Gentry, Sacramento Suburban Water District

Dru Quesnoy, Kaweah Delta Health Care District

Jerry Rodriguez, Corona Police Dept.

Judy Pal, City of Irvine

Linda King, Fullerton Police Department

John Petropulos, Fullerton Police Department

Cristi Rose, Hogle-Ireland, Inc.

Karen Boyd, City of Oakland

Member survey reveals CAPIO's strengths, opportunities

In October and November, CAPIO president **Jeff Hobbs** and his staff at the City of Bellflower, along with CAPIO staff **Adrienne Sprenger**, conducted a phone survey of 165 CAPIO members, in an effort to gauge members' satisfaction with CAPIO and get their ideas on how CAPIO can improve.

The results reveal a group of professionals who have plenty of great ideas and not a lot of time to make them happen! Because CAPIO is an entirely volunteer organization, it depends on the resources and input of its members to further the legacy of the last 35 years, and keep the group viable and relevant into the future. Please consider running for the Board or volunteering to host a regional workshop at your agency. A summary of the survey results follows.

On level of satisfaction with CAPIO membership benefits:

- 38% responded that they were very satisfied
- 59% responded that they were somewhat satisfied, and gave specific suggestions
- 2% responded that they were disappointed and felt that they don't currently get enough for their dues
- 2% responded that they were completely dissatisfied and canceled membership

On what CAPIO can improve upon:

- Need more local networking opportunities
- Half-day local training sessions
- Regional meetings and support needed to build local network of people who face same challenges within a geographical area
- Would like to see more regular distribution of CAPIO newsletter
- More frequent updates of job listings
- Need to have booth at League of California Cities conference for marketing organization to potential members and city managers who may not be aware that organization exists
- Need to draw in students from communications programs at colleges
- More frequent updates of CAPIO website
- Educate agencies on why they need a trained communicator
- Provide guidelines on "job duties" for typical communications positions that agency Human Resources departments can refer to in developing new positions for communicators
- Listserv users do not post their results after getting responses, so some have mentioned that to *not* see the follow-through makes it less likely that they will continue to respond; everyone can learn from the listserv if used properly
- Advocate for a Public Information education track at the League of California Cities conference

On the frustrations faced as "official" communicator for agency:

- Inadequate agency understanding of the job role
- General ignorance within agencies on the true need for a communications professional
- Inadequate budget to obtain further training
- Role not clearly defined within agency, not officially "PIO"
- General lack of appreciation for the challenges faced by communicators
- Lack of support staff

On willingness to write for the CAPIO newsletter or host a workshop:

- Lack of time was the main reason cited for not participating on a deeper level
- Inadequate staffing leaves no free time, many operate on a solo basis

Ideas for training topics:

- Photography classes – using digital cameras correctly
- Website development training
- Working with cable television issues for newcomers
- PIO training for non PIO's (many inherit the duties, without the pertinent training)
- Tap into collective experience of the senior members as mentors
- Communication in the wake of evolving technologies (blogs, webcasting, e-bulletin)
- Two tracks for training – senior and junior levels; this would alleviate the feeling that the classes are too basic for the advanced members
- How to meet the needs of an immensely diverse population
- Basics of marketing for those with a basic understanding of marketing principles
- How to effectively implement an outreach program
- How to keep newsletters fresh, newest trends in graphic design
- On-camera training for those with no broadcast journalism experience
- Writing refresher courses - nobody is the perfect writer
- How to mobilize grassroots support for issues
- How to truly educate the public without bias
- How to put together an award-winning entry (ask previous winners for input)
- Crisis management techniques, FBI or professional speaker
- How to plan a special event - create a resource list on the website for members to access
- How to deal with a negative agency image

On recruitment of new members:

- Market to city managers; if they are educated on why they need a PIO, they will create jobs and join the organization
- Contact Special Districts
- Market to colleges and universities with public relations programs
- Market to recreation people; they often do their own publicity
- Many expressed that as budgets improved, more members would join the ranks
- Open membership to PIOs from private sector; their experience is also valuable

General comments about CAPIO:

- Need to develop a more complete resource listing on CAPIO website
- CAPIO should really help members forge local alliances
- Overall, response is that CAPIO is a good organization and resource

Thank you to everyone who took the time to respond.

CAPIO marks 35 years of excellence with commemorative anniversary logo

In preparation for its 35th anniversary celebration in 2006, CAPIO's Board of Directors recently approved an anniversary logo. The circular logo, which will be featured at events and in communications throughout 2006, was designed for CAPIO by Delvin Kay, a Clio-award winning designer based in



Los Angeles, as a gesture of congratulations on 35 years of communications excellence. Originally founded with fewer than a dozen members in 1971, the organization has evolved to include nearly 300 members from throughout California.

Means leaves Napa for Irvine clerk position

Longtime Napa City Clerk and PIO **Pamyla Means** has accepted the position of city clerk in Irvine. Pam began working for the City of Napa as a lifeguard at age 15, and has been in the city clerk's office since 1975. She starts her new gig in Irvine in mid-January.



"This is going to be a new and exciting adventure for me!" Pam says. One thing will definitely change: Irvine has a full-time PIO position separate from the city clerk position.

Congratulations and best wishes, Pam!

Partner, from page 1

meetings, image library, E-mail masking to prevent spamming, Document Central for resource storage and management, and hosting. In exchange, Vision Internet's logo will be placed in select sections of the site, and the company will be afforded full membership benefits and included as a conference sponsor.

"We are very proud to name Vision Internet as our official Web site partner," said **Jeff Hobbs**, CAPIO President. "The company has proven to be extremely professional, reliable and innovative in its approach. Plus, their award-winning work is nationally recognized and superior in quality to similar providers."

A triple winner at the 2005 3CMA awards competition for Web sites, Vision Internet has designed sites for cities, counties and companies nationwide. Among CAPIO members, clients include the cities of Citrus Heights, Bellflower, Diamond Bar, Santa Clarita and Santa Monica, to name a few.

"We are thrilled to be working with CAPIO," said Tim Schmidt, vice president of Vision Internet. "We have seen the steady growth and increasing influence of the organization these past few years, and we are proud to establish a partnership at this exciting time of CAPIO's evolution."

Upgrades to the CAPIO Web site will begin immediately, with online registration and payment capabilities expected to be complete by mid-January. To learn more, visit www.VisionInternet.com.

CAPIO members appointed to League of California Cities Policy Committees

In its October issue, *The Communicator* reported that CAPIO President **Jeff Hobbs** was seeking members who were interested in serving on the League of California Cities Policy Committees, helping to shape League policy and offer guidance in communications and public information. In November, Jeff made the following one-year appointments:

Administrative Services:

Sonja Morgan, Public Information Specialist, City of Fountain Valley/OC Sanitation District (new appointment)

Community Services:

Zarah Cruz, Public Information Analyst, City of Carson (re-appointment)

Employee Relations:

Torrey Webb, Public Information Representative, City of San Marcos/Vallecitos Water District (new appointment)

Environmental Quality:

Jason Stinnett, Media Specialist, City of Commerce (re-appointment)

Housing, Community & Economic Development:

Mark Mazzaferro, Public Information Officer, City of Vallejo (new appointment)

Public Safety:

Lynn Mallotto, Public Information Officer, City of Cathedral City (re-appointment)

Revenue & Taxation:

Michael Stover, Assistant City Manager, City of Lakewood (re-appointment)

Transportation, Communication & Public Works:

Liz Purcell, Director of Communications, City of Chula Vista (new appointment)

Thank you to these members for making the time to participate on these League Policy Committees, further underlining the value a communications professional brings to the table in any situation!

